



THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 5, No. 8

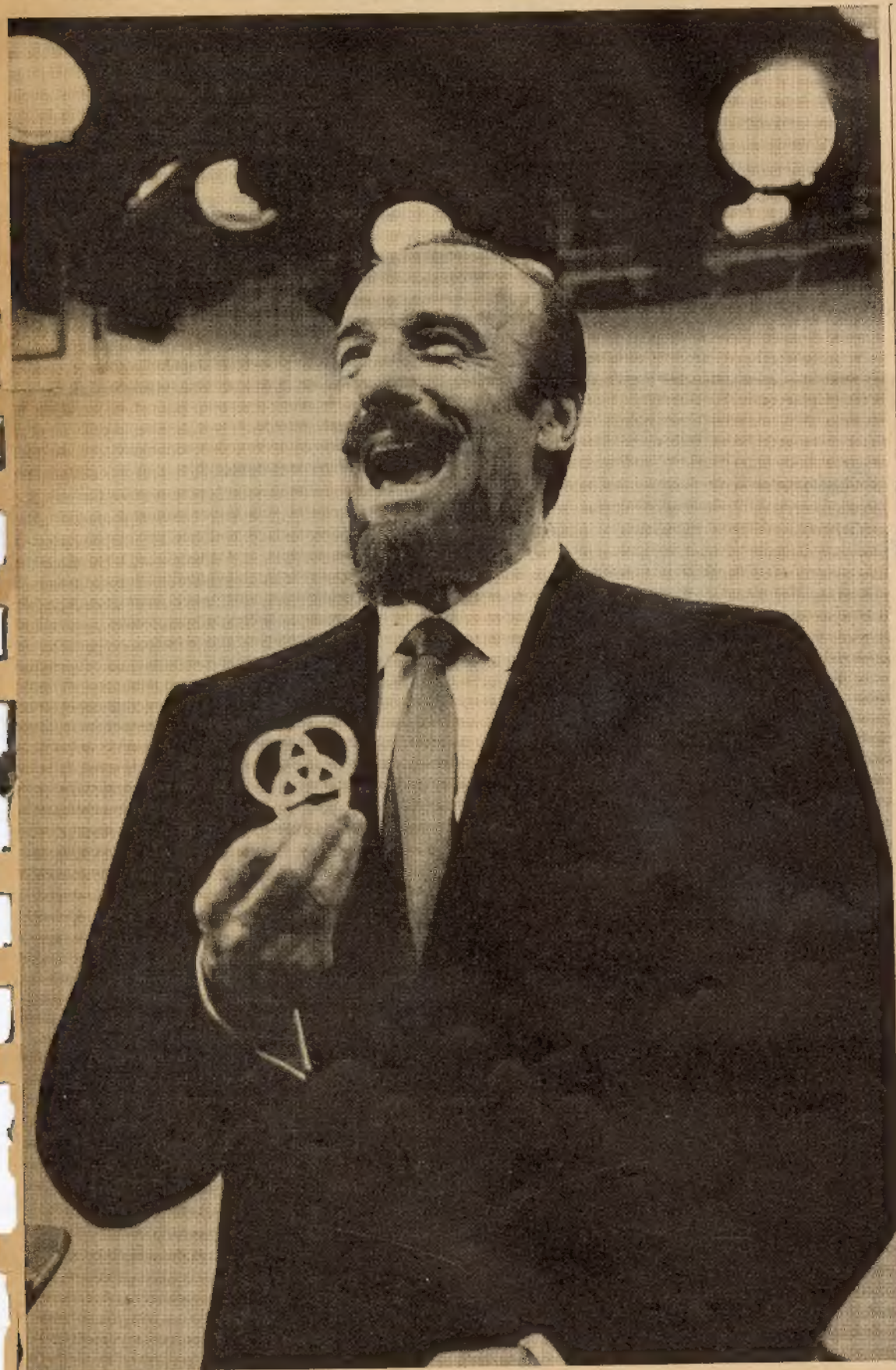
P. BALLANTINE & SONS

September 1961

'MITCH' SHOW BACK SEPT. 28

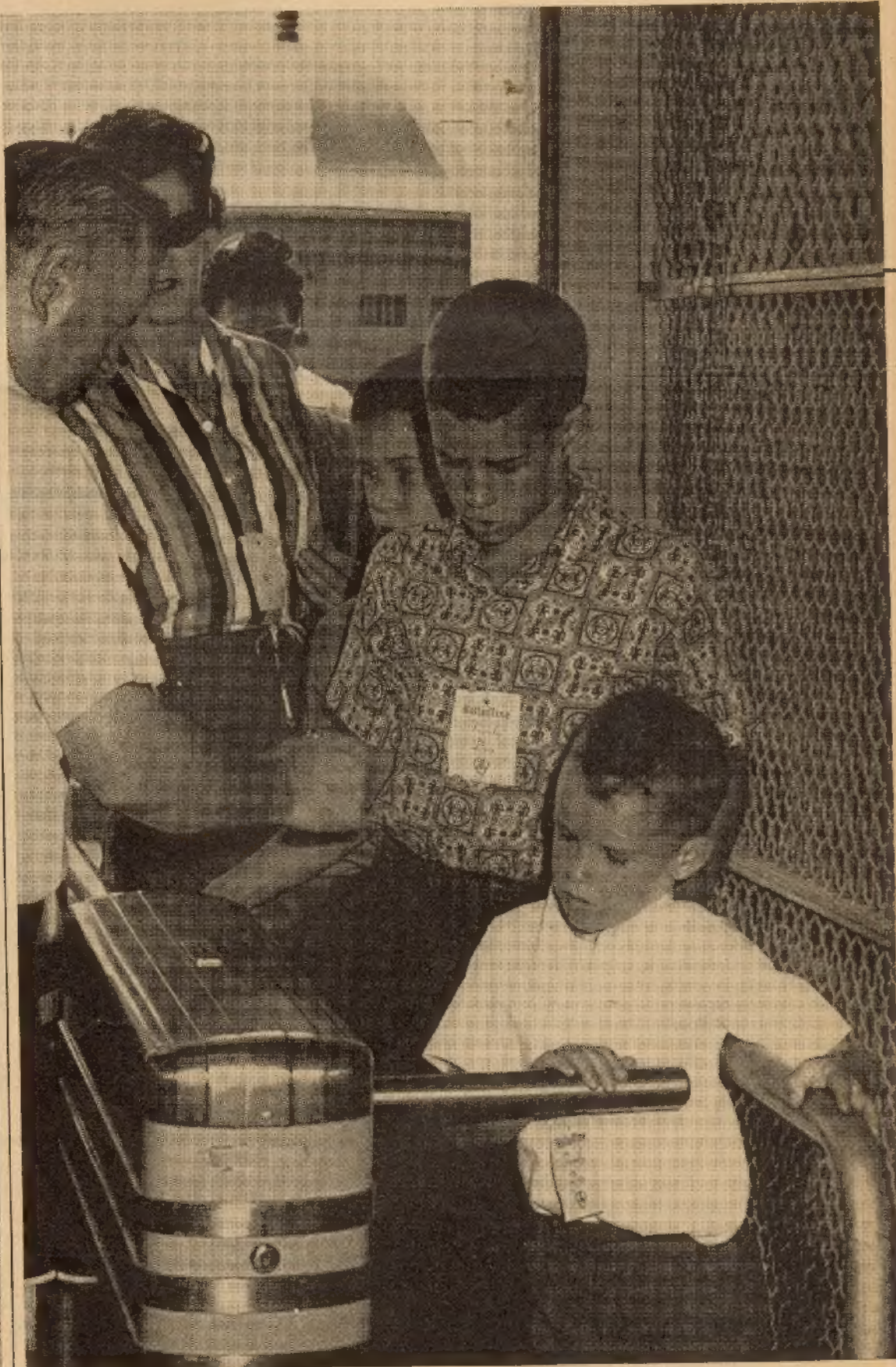
'FAMILY DAY' DRAWS 2000

Stories on Page 3



In Fine Voice.

Mitch Miller and his gang return to television in the Ballantine sponsored "Sing Along With Mitch" TV series starting September 28th. The award-winning program will be telecast weekly this season. Show time is 10 p.m. (EDT) every Thursday over NBC-TV. Tune in and sing along.



Gateway To The Game.

The small fry weren't forgotten when it came to buying tickets for the 4th annual Ballantine Family Day at Yankee Stadium early this month. Many children were included in the Ballantine crowd of 2000 which travelled through the stadium gates. See pages four and five for more "Family Day" pictures.

PINPOINTED . . .

Two Praised

Two Ballantine employees who spearheaded a fund drive to help neighbors who were the victims of a sudden tragedy, were praised in a letter to the Brewery last month . . . The letter, signed by Mrs. Nancy Marsh, said, "I am writing this letter so that you might know of the fine qualities of two of your employees. I always think of people as being representative of the company they work for. We had a terrible tragedy in our neighborhood, four children were struck by a truck; one child died. Both families are in poor financial shape. Your employees, *Anthony DeTore* and *Joseph Columbo* immediately started a house to house collection for funds to ease some of the terrible burden. They were quite successful although it took considerable work. I am sure you will share in our pride of these two good men." . . . Tony DeTore is a Driver and Joe Columbo is a Bottler.

* * *

Message Stayed With Him

Driver *William Butterworth* demonstrated just how much his Ballantine job means to him last month . . . When Bill was presented his 20-Year Service Pin he exhibited a telegram he has saved for twenty years . . . The telegram which told him to come down to Ballantine and report for work.

* * *

Two Appointed

Vice President Carl S. Badenhausen has announced the appointment of *Stuart W. Wilde* to the newly created position of Manager of Market Planning . . . Mr. Wilde will report to Mr. Badenhausen . . . The new Manager of Market Planning has been Assistant Director of Market Research since joining Ballantine in December 1955 . . . In making the announcement, Mr. Badenhausen said, "The creation of this position will more closely integrate our facilities for comprehensive planning for growth in markets analyzed as having the greatest potential" . . . Mr. Badenhausen has also announced the appointment of *Richard J. Wonsik* to the position of Staff Assistant to the Vice President, Marketing . . . In this capacity, Mr. Wonsik will perform administrative staff functions on behalf of Mr. Badenhausen, assist in the co-ordination of programs and projects involving the several departments in the Marketing area and undertake special assignments as they may be delegated to him.

* * *

New Sales Territory

Vice President William H. Alley has announced the creation of a new sales division which will include virtually all of northern New Jersey together with all of New York City with the exception of Staten Island and the southern-most part of Queens County . . . Mr. Alley also announced that the new division will be headed up by *John E. Cook*, who until recently had been Manager of New York City Sales. Mr. Cook's office as head of this newly created sales division, will be located here in Newark . . . Under Mr. Cook, *Arthur Wieber* is promoted to the position of Manager of the New York City Sales Division . . . *Dan Neglia* becomes Mr. Wieber's Assistant in charge of Bottle Sales, and *John E. Keimig*, Assistant to Mr. Wieber, in charge of Draught Sales . . . In New Jersey, *Edward J. Paulowski*, as Manager of Bottle Sales, and *John W. Higgins*, as Manager of Draught Sales, will report to Mr. Cook . . . They will continue to be assisted respectively by *John Moran*, Assistant Manager of Bottle Sales, and *LeRoy Hoesly*, Assistant Manager of Draught Sales.

* * *

Appreciates Blood Bank

Bottle Driver *James Dempsey* expressed appreciation for help received from the Ballantine Blood Bank, in a letter sent to the Brewery last month . . . In the letter Jim said, "My daughter Sister Mary Edward, a Nun, recently underwent heart surgery at Deborah Hospital, Browns Mills, N. J. I would like to take this opportunity to thank Mr. Shaw and the Ballantine Blood Bank for their help and cooperation by supplying the many pints of blood needed for this operation. Also many thanks to Bottle Drivers Harry Riordan and Paul Bencsko who were ready to go to Deborah Hospital to give direct transfusions."

* * *

Five Retire

Quarter Century Club members *Jacob F. Wirth*, a Brewer, and *Michael Fella*, a Bottler, were two of five Ballantine employees who retired during recent weeks . . . The other three are Warehousing's *Nick Durso*, N. J. Draught Sales' *Carlton H. Perkins* and Bottling's *Charles M. Flynn* . . . Our best wishes for a happy retirement go to the five.

* * *

Tuna Catch

Jimmy Carovillano, *Larry Barnikow*, *Charles Stawarz*, *Bill Born* and *Lou Rosinski* caught 20 tuna on a fishing trip recently . . . The quintet was aboard the "Monica" out of Forked River when the catch was made.

* * *

Up The Ladder

Promotions in the news: *Donald McMurray* from Supervisor Trainee to Supervisor, Warehousing . . . *Robert Mulford* from Special Salesman to District Manager, N. J. Bottle Sales . . . *Vincent Cole* from Clerk to Supervisor, Baltimore Branch Delivery Department . . . *Laurence Chisholm* from Merchandising Representative to District Sales Representative, New England Division . . . *Edward McDonald, Jr.* from District Sales Representative to District Sales Manager, North Atlantic Division . . . *William A. McFarlane* from Clerk to Telephone Dispatch Clerk, Delivery . . . *George Bixby* from Clerk, Delivery, to Plant Service Clerk, Engineering.

Ceremony Marks Opening of Our New Rail Facilities

Another milestone in Ballantine's construction-expansion program was reached late last month when almost one mile of new rail freight facilities were put into use for the first time.

The occasion was marked in a unique ceremony attended by major railroad representatives, city officials and Ballantine executives. While those present watched, an engine pulling the 249,652nd freight car handled at Ballantine since the end of Prohibition, broke through a paper barrier and entered our new railroad siding. The siding is located inside the ultra-modern warehousing and packaging plant which is now under construction.

In the cab of the engine which hauled the 249,652nd freight car was Earl T. Moore, President of the Central Railroad of New Jersey. Mr. Moore was greeted by Ballantine President Carl W. Badenhausen.

The new rail facilities include 1,600 feet of trackage inside the warehouse area, capable of handling 20 freight cars at a time. Another 3,200 feet of railroad track serves other parts of the eight and a half acre expansion project location, which when completed will include a packaging center, warehousing, shipping and transportation operations.

Mayor Leo P. Carlin and members of the City Council joined railroad officials in a tour of the expansion project area. The tour included a demonstration of grain delivery by a specially designed railroad hopper car. The grain is carried from the cars by a vacuum process to the brewery silos at a rate of up to 40 tons an hour.

Mr. Badenhausen pointed out that the expansion program was necessary to meet growing challenges in the highly competitive brewing industry. "But the basic purpose of our building program," he added, "is to meet both the present and future demands for our products."

Service Pins Go to 25

Service Pins were awarded to 25 employees during August. The recipients were:

20 Years

William Butterworth, Delivery
Alfredo D'Egidio, Bottling
Jeremiah Ford, Brewing
Joseph J. Gibbons, Jr., Warehousing
Frank Hammer, Garage
Philip J. Keller, Delivery
Lonzie LaSalle, Delivery

15 Years

Dominic J. Conlon, Warehousing
Charles F. Devine, Jr., Hamden, Conn. Branch
Richard I. Slauson, Albany Branch
Albert H. Sorge, Engineering
Donald A. Trousdell, Engineering

10 Years

Patrick J. Carroll, Credit Supervisor
Raymond A. Groppe, Delivery
Richard A. Kahler, Delivery
Edward P. Kinsella, Brewing Supervisor
Andrew T. O'Brien, N. J. Draught Sales
William H. Stuart, Technical

5 Years

Francis Fahy, N. Y. C. Bottle Sales
Patricia A. McCusker, Advertising
Dorothy S. McNulty, Credit
Joseph W. Rinaldi, District Sales Manager
Joseph Savage, Warehousing
Joseph Vecchione, Three Rings Newspaper Editor
Walter R. Whalen, Credit



SYMBOLIC BARRIER — As part of the ceremony which marked the opening of almost a mile of new Ballantine rail freight facilities last month, the engine pulling the 249,652nd freight car handled at the Brewery since the end of Prohibition, broke through a paper Three Ring barrier (top photo) and entered our new railroad siding. Bottom picture here shows Ballantine President Carl W. Badenhausen (left) in the cab of the engine along with Earl T. Moore, President of the Central Railroad of New Jersey.

Garden Staters Drank Less Brew Last Year

Malt beverage per capita consumption in New Jersey slipped to a 24-year low last year. Garden Staters achieved a 19.4 gallons per capita rating which was the lowest in the state since 1936 when a 19.3 mark was registered.

New Jersey's 19.4 low compared to 20.2 gallons in 1959. The Garden State finished seventh in the nation in per capita consumption last year, while in 1959 the state tied for fourth place.

New Jersey's disappointing performance came in a year when brewing industry sales in general rose slightly and reached a new sales high. The latest edition of the *Brewers Almanac*, published this month by the United States Brewers Asso-

ciation, shows that 3,793,828 barrels of beer and ale were consumed in the Garden State last year, compared to 3,860,231 barrels the year before. This is a drop of more than 66,000 barrels. The Almanac is also the source for the per capita consumption figures.

In the production of malt beverages New Jersey remained in fourth place in the nation last year. The state's breweries turned out 8,148,747 barrels of beer and ale compared to 7,896,707 the year before. New York continued its hold on first place in production with an 11,156,789 barrels turnout. Wisconsin held on to its traditional first place in per capita consumption last year with an average per person of 25.6 gallons.

'Family Day' Crowd Sees Yankees Win Thriller

A record turnout of 2000 members of the Ballantine employee family took part in the fourth annual "Family Day" bus trip to Yankee Stadium early this month.

Mom, dad, and the kids got enough thrills to last them until next year, as the Yankees, always generous hosts, treated the Ballantine crowd to a breath-taking ninth inning rally as they came from behind to beat the Cleveland Indians, 8-7.

The exciting ninth kept the crowd at the edge of their seats as the Yanks scored three runs to tie the game and then added one more to win. But the finish didn't provide all of the day's excitement. Roger Maris contributed his share by hitting his 56th home run of the sea-

son in the seventh inning, and earlier in the afternoon the Family Day participants watched as Yankee pitcher "Whitey" Ford was honored in pre-game ceremonies and was showered with gifts.

This year's Family Day multitude travelled to and from the stadium in cool comfort via a huge fleet of air-conditioned buses. Three Rings photographer George Moffett was on hand to capture the throng boarding the buses here at the brewery and later at the stadium itself. The results of his picture-taking can be found on pages four and five.

Close To Home

It is with sincere regret we report the deaths of the following employees during recent weeks:

George Volk, Draught Driver. Mr. Volk joined Ballantine in April, 1942. He lived at 120 Tunison Road, New Brunswick.

Harold Val Haley, Pen-

sioner. Mr. Haley was Ballantine's General Transportation Manager from December 1934 until July 1954 when he retired. He lived at 33 Bridge Street, Phoenix, New York.

John J. Shanley, Yardman. Mr. Shanley began his Ballantine career in August, 1943. He lived at 400 Berwick Street, East Orange.

Credit Department Moves to New Quarters

The Credit Department offices were moved to the fourth floor of the Utility Building early this month. The shift to a more spacious area involved the mail room, addressograph, billing, bookkeeping and credit divisions of the department.

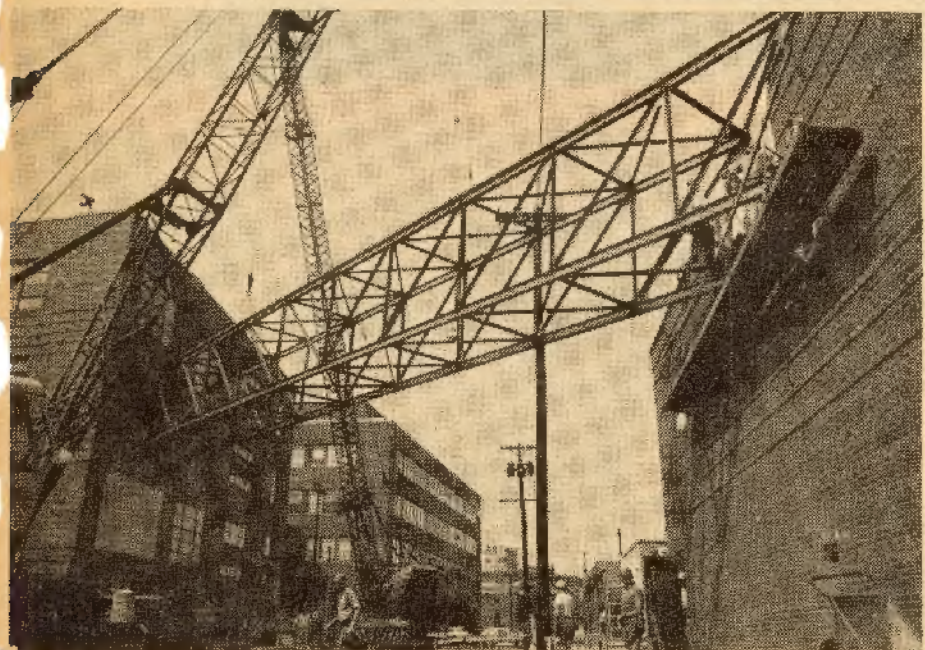
Credit's former home was the fourth floor of the General Office Building. This area will become the new home of the Advertising Department, Public Relations Department, and Market Research Department within the next few weeks.

The moves are part of a series of office relocations which started last month and which will end sometime in the Fall. Originally triggered by our expansion-construction program, the moves are being undertaken to fully utilize available office space.

Temporary headquarters were made available this month for the

driver dispatching operations, cashiers, and uniform clerk formerly located in Plant 1. They are now on the third floor of the Plant 2 Warehouse. Transfer to permanent headquarters, in another part of Plant 2, will take place next year.

On the construction-expansion front, workmen have now finished the moving of all Plant 1 Warehousing operations into a completed section of the new warehousing and packaging plant now under construction. Over-all construction work is progressing on schedule. The expansion program is expected to be completed late next year.



NEW LANDMARK A new bridge stretching across Christie Street was added to the Ballantine scene last month. Photo here shows workmen commencing the installation of the twelve ton frame of the structure. The bridge from the Plant 1 Bottle House to the former Plant 1 pallet warehouse, will be used to carry cans, bulk unloaded in the warehouse and placed on conveyors, across the street to the Bottle House fillers.

New Ballantine Beer Ad Campaign Tells of 'Golden Harvest' Benefits

A fresh, new and different advertising campaign for Ballantine Beer will begin on Thursday evening, September 28th, on the first Mitch Miller TV show of the season.

The strength of the new campaign lies in the fact it explains *why* Ballantine Beer possesses far superior flavor characteristics than the rest of its competitors. Travelling an advertising path no brewer is taking, the campaign takes consumers to the heart of our beer by telling of the magnificence of its natural ingredients.

Pegged around the theme "Ballantine Beer, Golden Mellow from the Golden Harvest," the campaign outlines our product quality story. One of the most important facts brought forth is that the hops used in Ballantine Beer remain on the vine two weeks longer than those used by other brewers. This additional two weeks of sunshine enables Ballantine hops to gain additional flavor as they mature. In other words, Ballantine *and only* Ballantine insists upon fully matured hops.

In the words of one of our advertising men, "The Golden Harvest is the harvest of Ballantine hops that takes place two weeks later than hop harvests for other brewers. The "Golden Harvest" is the harvest of select barley and corn grits destined for one beer alone, Ballantine Beer. The "Golden Harvest" is all the extra sunshine and goodness that only Ballantine puts into its beer."

Once the theme was agreed upon, plans for the new beer ads were put into the works. To capitalize on the inspiring sight of rich golden barley ready for harvesting, Ballantine asked a renowned artist, John Clymer, to paint the scene for use in newspaper ads, point of sale material and outdoor posters. Clymer was born and raised in the West, where our barley is grown, and it



NATURAL BEGINNING—Nature at work, as captured by noted artist John Clymer, features Ballantine Beer's "Golden Harvest" advertisements which will appear in newspapers and on outdoor billboards next month. For details on our new "Golden Harvest" advertising campaign, see story.

was felt he was the man who could best capture the feeling of nature's artistry. Clymer's work appears regularly on the cover of the Saturday Evening Post and other top magazines.

To further round out the theme, special television commercials were prepared. These defy description in print, but come to life with listener and viewer appeal when broadcast. Catchy lyrics and music that's sure to be hummed over and over again, combined with films of the hop and

barley country taken during the recent harvest, do the trick.

You'll be seeing the new "Golden Harvest" ads in your favorite newspapers and on outdoor billboards sometime next month. Watch for the television commercials which will start to roll in high gear after the opening of the campaign September 28.

The quality product story being told is your story too. Repeat it often.

Tune Up Your Vocal Cords, 'Mitch' Returns to Television September 28



Diana Trask



Leslie Uggams



Louise O'Brien

Did that hot summer sun make your pipes a little rusty? Cheer up, the perfect cure is in sight because Ballantine's "Sing Along With Mitch" show starts a new season on television Thursday evening, September 28th, on NBC-TV. Show time is 10 p.m. (EDT).

A bountiful supply of Ballantine Beer or Ale, sufficient air in your lungs to carry a tune (let it carry you if you want), and you're ready to go. Mitch will be around with his gang for an hour each week this season (in color, too) to make sure you and your friends don't get out of practice.

It's hard to believe that any man, woman or child living in the United States doesn't know what the Mitch show is all about by now, but if by any chance any of your neighbors have been living as hermits for the last year or so, here's your opportunity to fill them in. The Mitch show is pure fun, for young and old.

Mitch'll have the same format he used last season, a big supply of sentimental tunes to start the memory wheels clicking, lively tunes to get your foot tapping, cheerful tunes to nurse your smile, and, of course, the ones that'll make you want to sing, sing, sing long after the show is over.

Not that Mitch needs a terrific opener to capture an audience (the many thousands of letters received by Ballantine prove that) but he's got a real rating record-breaker prepared to start the season. Beauty and talent in the persons of Diana Trask, Louise O'Brien and Leslie Uggams, lovely dancing girls, (who have beauty and talent, too) the sing

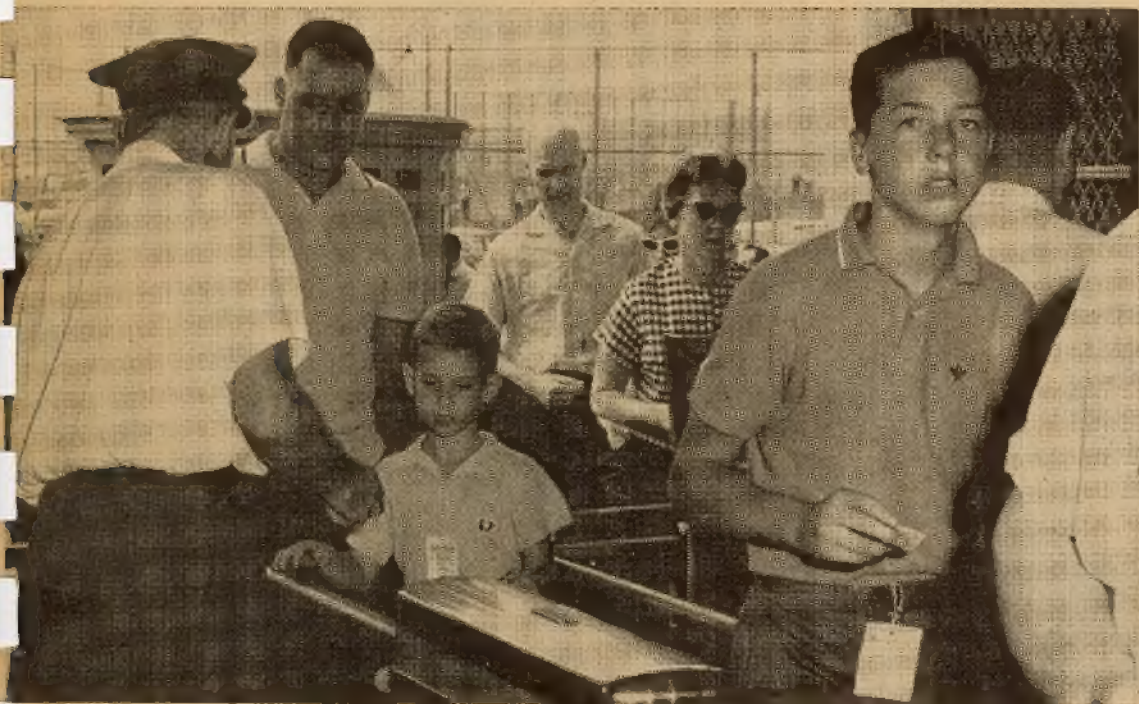
along kids, the sing along gang (talent, no beauty) and, of course, the old maestro himself, Mitch Miller, one of the world's great musicians. The show they've put together to greet the new season will be remembered for quite a while.

Speaking of remembering, you remember, too — we're sponsoring this show from Maine to Florida so remember to tell your friends, wherever they may be, to tune in. And please don't forget to tell them they can enjoy the show even more with Ballantine's brews on hand. They're what's making it all possible.

CAMERA GLIMPSES OF THE FOURTH



ANNUAL "FAMILY DAY" OUTING





68 Teams Entered in Men's Bowling League

A total of 68 teams is entered in the 1961-62 Men's Interdepartment Bowling League competition which started early this month.

The teams, entered in seven separate divisions of the league, carry a total of more than 500 Ballantine men. Action will run until sometime in May, following which the division titlists will meet in roll-offs to decide the Company champion.

Of the 68 teams, 46 compete on Friday nights. The Three Rings Division, which has eight teams, and the Handy Division which includes ten squads, bowl at 6:15 p.m.

Fridays at different lanes. The Purity, Body and Flavor Divisions, with a combined total of 28 teams, bowl at 9:00 p.m. Fridays.

The only other evening competition takes place on Wednesday nights when the ten teams taking part in the Extra Fine Division see action. Game time is 6:00 p.m.

For the second year in a row, a Tuesday afternoon division is entered in league competition. Called the Ale Division, it includes twelve squads.

Burricelli Tops in Rifle Club

For the second year in a row, Dorothy Burricelli has been named the champion of the Ballantine Rifle Club. Dot earned the honor with a combined indoor-outdoor shooting average of 95.88. This was slightly better than her 1960 championship average of 95.85. The best score possible is 100.

As she did last year, Dot led the Rifle Club team in indoor shooting. Her indoor average was 94.31. Bruce Bishop finished second indoors with 91.04. The Club's outdoor honors were earned by Betty Macfarlane who averaged 99.24 in competition.

Dot, Bruce, and Betty will receive medals from the respective leagues in which the Ballantine team was entered. In addition, Dot will receive a trophy from the Company for winning the Club championship.

Girl Bowlers Begin Action

Ten teams are entered in the Ballantine Girls' Bowling League which began action on September 12th. The girls bowl on Tuesday nights at the Bowl-O-Mat, which is located near the brewery. The 1961-62 season will end sometime in May.

Millie D'Alessandro has been re-elected president of the Girls' League and Helen Miller has been re-elected secretary. Pat McCusker was elected treasurer.

Golf Tourney October 12

The annual Ballantine Employees' Fall Golf Tournament will be held on Columbus Day, Thursday, October 12, at the Valley View Golf Course in Hanover. Deadline for entries is Thursday, October 5. See the bulletin boards, or call the Personnel Division, for further information.



TITLE WINNERS—Here is the Engineering team, the winner of the interdepartment softball league's evening division championship. In the front row are: Harry Swanson, Adam Lerie, Gene Germaine, Len Scelfo and Bruce Wheeler. Back row: Bill Bacha, Walt Turkowsky, Tony Kret, Stan Olewinski, Fred Wilhelm, Al Pepe, John Strouse, and John Morrison. The bat boy is Bill Roggerman. Bill Moore, Ed Goracy, Walter Podgorski, Howard Card and Joe Ertl, also members of the Engineering team, were not present when this photo was taken.

Engineering Team Wins 1961 Evening Division Softball Title

The Engineering team won the BIG game last month and with it the championship of the interdepartment softball league's evening division.

The Engineers earned their fourth straight title by downing a tough Payroll squad, 9-5, in a play-off contest at Riverbank Park. The play-off was necessary because the two teams ended regular season competition in a dead heat.

Engineering led from the start of the game by scoring two runs in the first inning. The Engineers added one more in the second inning and three each in the third and fourth frames to end their scoring.

Payroll didn't score a run until the fifth inning. In that frame the

Payroll men pushed across two runs to narrow the gap to 9-2.

The challengers threw one last scare into the Engineers and then it was all over. The Payroll men tallied three runs in the last inning before ending their turn at bat.

Len Scelfo was the winning

pitcher. Scelfo allowed nine hits over the seven inning route, including a home run to Payroll's left fielder Joe Zurawski. The Engineering men got 11 hits, four of them in the third inning. Two of the eleven were triples. Scelfo got one and Al Pepe the other.

In The Family

Married. Carolyn V. Hunter, Traffic, to Adam M. Lerie, Production Control, at a ceremony in Jersey City.

Married. Richard E. Augustin, Merchandising Representative, to Florence Iacampo at a ceremony in New York City.

Married. Judith C. Muth, Traffic, to Victor A. Vigna at a ceremony in Jersey City.

Married. Patricia Joan O'Mealia, Sales, to Robert Hunt, at a ceremony in Jersey City.

Married. Beverley Foley, Engineering, to Manuel Lopez at a ceremony in Newark.

Married. Robert Lescota, Warehousing, to Barbara Milano at a ceremony in Newark.

Married. Sandra H. Donten, Delivery, to John M. Avento, at a ceremony in Lyndhurst.

Born. A daughter, Colleen Marie, to Mr. and Mrs. Roger Mulvey at Mid Island Hospital, Bethpage, L. I. Colleen Marie weighed five pounds, four ounces at birth. She joins three brothers in the Mulvey household. Dad works in New York City Bottle Sales.

Born. A son, William Gerard, to Mr. and Mrs. Marcus O'Connell at St. Mary's Hospital, Orange. William Gerard weighed seven pounds, 11 ounces at birth. He joins two

brothers and three sisters in the O'Connell household. Dad is a Supervisor in Plant Engineering.

Born. A daughter, Denise Ann, to Mr. and Mrs. Arthur Dehardt. Denise Ann joins a brother, Glenn, in the Dehardt household. Dad works at the Tillson Branch.

Born. A daughter, Andrea, to Mr. and Mrs. Joseph McDonough at St. James Hospital, Newark. Andrea weighed seven pounds, six ounces at birth. Her mom, Angelina DeBartolo McDonough, worked in Advertising before leaving Ballantine earlier this year.

Born. A son, Dennis William, to Mr. and Mrs. Andrew J. O'Connor at St. Mary's Hospital, Orange. Dennis William weighed six pounds, 14 ounces at birth. He joins four

brothers and a sister in the O'Connell household. Dad works in the Personnel Division.

Born. A daughter, Kathleen, to Mr. and Mrs. John Gordon at Margaret Hague Hospital, Jersey City. Kathleen weighed seven pounds, 13 ounces at birth. Her mom, Virginia Bozza Gordon, worked in Industrial Relations before leaving Ballantine earlier this year.

Born. A daughter, Patricia Anne, to Mr. and Mrs. William Whale at Orange Memorial Hospital. Patricia Anne weighed eight pounds at birth. Her mom, Inge Loew Whale, worked in the Sales Department before leaving Ballantine earlier this year.

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Plant and Branch Reporters

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